



## Press Clipping Article

**Title:** Haymarket's heyday revisited - Louisville studies farmers' market

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**Source:** [Courier-Journal \(Louisville\)](#)

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**Lead:**

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For more than a century, The Haymarket near Jefferson and Preston streets was where you went to buy fresh produce, until the land was sold in 2003 and cleared for development.

Now a permanent farmers' market could reopen in a new, undetermined downtown location.

The first step is a \$150,000 study the city is launching to determine, among other things, whether there is enough demand.

Preliminary results of the study are expected by year's end, and a market might be up and running next year, said Chris Poynter, a spokesman for Mayor Jerry Abramson.

Abramson said he believes that downtown Louisville, with so many new residences, so much development and 60,000 workers, "deserves a state-of-the-art farmers' market."

Ron Netter, a wholesaler who owns Netter Produce, agreed. He said a downtown market could do well, especially with so much new housing.

"There is a great need for retail," said Netter, whose family business is one of three left on the edge of the old Haymarket site. The business has operated there for 40 years.

Abramson said a farmers' market would be "great for everyone," since residents could get fresh locally grown produce, farmers could sell products and money would stay in the community.

Poynter said the consultant will look at such issues as a market's viability and possible locations, whether it would be seasonal or operate year-round, and any fees or other limits that might be applied to potential local vendors.

The Kentucky Agricultural Development Board will give the city \$75,000 for half the study's cost.

Also, Henry, Oldham and Shelby counties have each chipped in \$2,500; Brown-Forman Corp. has donated \$5,000; the city of Shelbyville, \$250; and other area counties may also help, said Susan Hamilton, assistant director of the metro Economic Development Department. The department will oversee the study.

Kyle Day, Jefferson County's extension agent, said he believes plenty of vendors would be willing to sell at "an all-commodities market," including some that offer produce during the growing season and fish, honey, jams, meats, flowers, dairy items and other products throughout the year.

"It's a great idea. I think it could be self-supporting," Day said.

Nick Posante, a partner in a Bullitt County vegetable farm on Knob Creek Road, believes a downtown market would do well if its products were "100 percent local."

Jerry Curran, who lives in the East End and stopped by the Bardstown Road neighborhood farmers' market in the parking lot of Bardstown Road Presbyterian Church Saturday, said he would consider supporting a large farmers' market downtown.

"I like fresh stuff. I do a lot of cooking," Curran said.

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